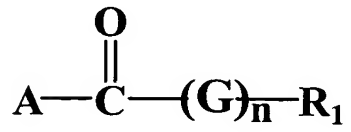
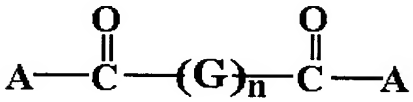
What is claimed is:

1. A liquid crystal compound with high helical twisting power having a formula (I), of:



or a formula (II), of:



wherein

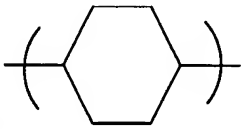
A comprises naturally occurring organic multi-ring alcoholates selected from alcoholates of terpenol, borneol, cinchonidine, and quinine;

R_1 is hydrogen, alkyl, thioalkyl, or alkyloxy group, wherein alkyl, thioalkyl, and alkyloxy group can be straight or branched and have 1 to 10 carbon atoms optionally substituted with at least one fluorine atom;

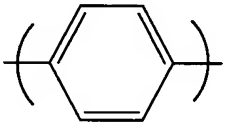
n is 1, 2, or 3; and

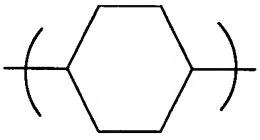
G is the same or different and is unsubstituted or substituted cycloalkyl, heterocyclic, aryl, heteroaryl, arylalkyl, or heteroarylalkyl group, and is optionally substituted with at least one fluorine atom, alkyl, or alkyloxy group.

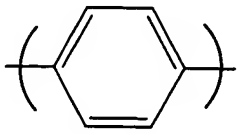
2. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-OC_6H_{13}$, n is 1, A is alcolholate of terpenol, and G is  .

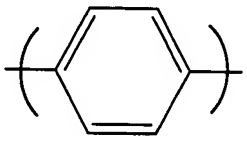
3. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-C_3H_7$, n is 1,A is alcolholate of terpenol, and G is  .

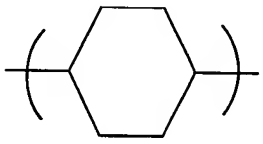
4. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-OC_{10}H_{21}$, n is 2, A is alcolholate of terpenol, and G is  .

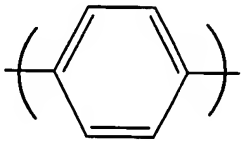
5. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-OC_6H_{13}$, n is 1, A is alcolholate of borneol, and G is  .

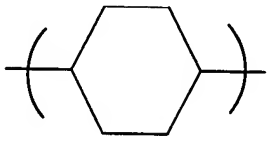
6. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-C_3H_7$, n is 1, A is alcolholate of borneol, and G is  .

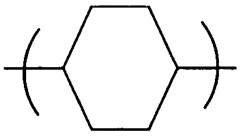
7. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-OC_{10}H_{21}$, n is 2, A is alcolholate of borneol, and G is  .

8. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-OC_6H_{13}$, n is 1, A is alcolholate of cinchonidine, and G is  .

9. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-C_3H_7$, n is 1, A is alcolholate of cinchonidine, and G is  .

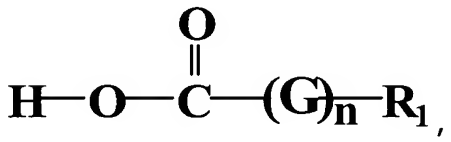
10. The liquid crystal compound having formula (I) as claimed in claim 1, wherein R_1 is $-OC_{10}H_{21}$, n is 2, A is alcolholate of cinchonidine, and G is  .

11. The liquid crystal compound having formula (II) as claimed in claim 1, wherein n is 1, A is alcolholate of terpenol, and G is  .

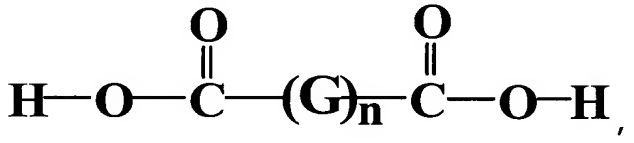
12. The liquid crystal compound having formula (II) as claimed in claim 1, wherein n is 1, A is alcolholate of borneol, and G is  .

13. A method for preparing liquid crystal compounds with high helical twisting power, comprising:

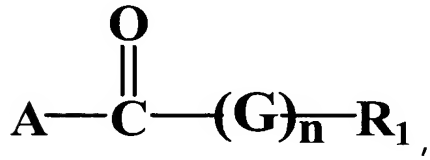
reacting an organic acid represented by a formula (III) of:



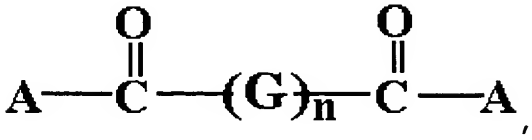
or a formula (IV) of:



and a natural alcohol with optical activity undergoing esterification to obtain a liquid crystal compound represented by a formula (I) of:



or a formula (II) of:



wherein

R_1 is hydrogen, alkyl, thioalkyl, or alkyloxy group, wherein alkyl, thioalkyl, and alkyloxy group can be straight or branched and have 1 to 10 carbon atoms optionally substituted with at least one fluorine atom;

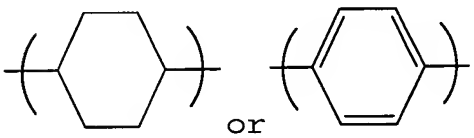
n is 1, 2, or 3; and

G is the same or different and is unsubstituted or substituted cycloalkyl, heterocyclic, aryl, heteroaryl, arylalkyl, or heteroarylalkyl group, and is optionally substituted with at least one fluorine atom, alkyl, or alkyloxy group.

14. The method as claimed in claim 13, wherein the natural alcohol with optical activity is terpenol, borneol, cinchonidine, quinine, or derivatives thereof.

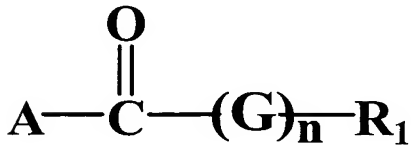
15. The method as claimed in claim 13, wherein the organic acid is benzoic acid, cyclohexane carboxylic acid, biphenyl carboxylic acid, para-cyclohexane dicarboxylic acid, terephthalic acid, 4-n-hexyloxy-benzoic acid, 4-n-propyl-cyclohexanecarboxylic acid, 4'-decyloxy-biphenyl-4-carboxylic acid, or cyclohexane-1,4-dicarboxylic acid, and is optionally substituted.

16. The method as claimed in claim 13, wherein G is

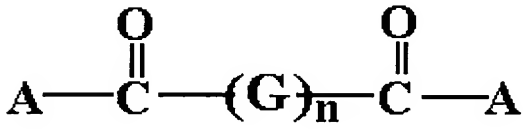
 or .

17. A liquid crystal composition, comprising:

at least one liquid crystal compound represented by a formula (I) of:



or a formula (II) of:



at a ratio from 3wt% to 30wt%, based on the weight of the liquid crystal composition; and

a liquid crystal at a ratio from 3wt% to 97wt%, based on the weight of the liquid crystal composition.

18. The liquid crystal composition as claimed in claim 17, wherein the at least one liquid crystal compound represented by formula (I) or formula (II) is at a ratio from 5wt% to 20wt%.

19. The liquid crystal composition as claimed in claim 17, wherein the liquid crystal is a liquid crystal used in TN-LCD, STN-LCD, SSTN-LCD or TFT-LCD.

20. The liquid crystal composition as claimed in claim 17, wherein the liquid crystal composition is used in preparation of reflective polarizer or color filter.